

Rural Tourism Marketing

Chapter 12 – We’re Here to Help!

The great news about building your tourism promotion program is that you don’t have to do it alone. There is a vast network of resources throughout the state and beyond upon which you can draw.



Good News...it’s Already Been Invented!

We’ve all heard the old saying...“Why reinvent the wheel?” And although it’s true that every destination is unique, there are certain common experiences in the tourism promotion arena that everyone has had to deal with. And the best thing about the “tourism community” is that it is made up of people just like you, who have learned by trial and error as well as through the experiences of others. It is a network of shared experiences.

With that in mind, the following pages contain contact information on the organizations that you are sure to find helpful.

California Tourism

California Tourism is a joint marketing venture of the California Travel and Tourism Commission and the California Division of Tourism. If you have a question regarding state programs, what state publications are available to you, how to get on their website or virtually anything else regarding tourism marketing in California, this is a great place to start.

Operating on the principal that in order to entice visitors to specific locations within the state, someone must first promote visitation to California itself, California Tourism promotes “the California Brand” across the nation and around the world. With a budget of approximately \$14 million, California Tourism attempts to do what private

industry cannot do. It promotes the entire state; the major tourism “icons” such as San Francisco and Disneyland and lesser-known destinations as well. Through cooperative programs, it seeks to leverage its budget many fold with private funds and program energies.

Using committees made up of industry experts from around the state, California Tourism develops state marketing plans and programs. Major components of the program include international, domestic, research, cultural, California Countryside, collateral and fulfillment and media relations.

Without going into great detail about each program, it should be noted that as your own destination marketing efforts grow, you should begin to attend state tourism conferences such as the California Travel Industry Association (CalTIA) California Tourism Conference held annually.

Rural Programs

For those of you in Rural California, your first call might be to the Director of the California Countryside program. Each of the eight official California Countryside Tourism regions has an official marketing organization that receives a \$25,000 marketing allocation to promote the region nationally and internationally.

The eight rural regions are the North Coast, Shasta Cascade, Gold Country, High Sierra, Central Valley, Central Coast, the Deserts and the Inland Empire. If you’re not working yet with your regional organization, you should.

Look below to see which region you should be working with.



All of the rural regions (San Francisco, Los Angeles, Orange County and San Diego County are not rural) have regular meetings in a location within the region to plan marketing initiatives, trade and travel show attendance and other programs. A list of contacts for the eight rural regions can be found at the end of this chapter.



The California Tourism Website – A Terrific Resource!

Visit the California Tourism website at www.visitcalifornia.com as one of your first steps. You'll find it to be a wealth of information on the state of the industry in California. Head straight for <http://visitcalifornia.com/tma/co-op.pdf> to see all of the cooperative marketing opportunities California Tourism offers and also visit <http://visitcalifornia.com/index/#TMarketing> for a huge listing of website pages and links that you'll find to be of enormous benefit. You will also want to take a look at the research pages located at <http://visitcalifornia.com/research> which contains updated economic impact and research information by region as well as for the entire state.

The next few pages present some key contacts at California Tourism who will be more than happy to help you begin and refine your tourism promotion programs.

Main Office:

California Tourism
801 K Street, Suite 1600
Sacramento, CA 95814
Phone: (916) 322-2881
Fax: (916) 322-3402
Website: www.gocalif.com

Caroline Beteta, Executive Director

Phone: (916) 322-0972, Fax: (916) 322-3402

Research Program Manager/California Countryside Liaison

Phone: (916) 322-1266, Fax (916) 322-3402

International Program Manager

Phone: (916) 322-0971, Fax (916) 322-3402

Media Relations Manager

Phone: (916) 322-2881, Fax (916) 322-3402

Publications Program Manager

Phone: (916) 322-2881, Fax (916) 322-3402

National Program Director

Phone: (916) 322-3429, Fax (916) 322-3402

California Rural Tourism Regional Organizations:

California Desert Destinations

69-930 Highway 111, Suite 201

Rancho Mirage, CA 92270

Phone: (760) 770-9000

Fax: (760) 770-9001

Represents the desert region from the Mexican border through the Palm Springs area to Barstow and Death Valley.

Central Coast Tourism Council

P. O. Box 14011

San Luis Obispo, CA 93406-4011

Phone: (805) 544-0241

Fax: (805) 544-0241

E-mail: info@centralcoast-tourism.com

www.centralcoast-tourism.com

Areas include Ventura, Santa Barbara, San Luis Obispo, Monterey, San Benito, Southern Santa Clara and Santa Cruz Counties.



Central Valley Tourism Association

725 Pollasky Avenue, Suite 107

Clovis, CA 93612

Phone: (559) 297-2558

Fax: (559) 297-2399

www.visitcentralvalley.com

The CVTA promotes California's Central Valley for tours and individual leisure travel through trade shows, international sales missions and state tourism programs. The Central Valley region stretches more than 300 miles from Bakersfield to Chico.

Gold Country Visitors Association

P.O. Box 637

Angels, Camp, CA 95222

Phone: (800) 225-3764

Fax: (209) 736-9124

www.calaveras.org/visit



Representing the western slope of the Sierra Nevada from Coarsegold in the south through the Sacramento and Auburn area to Downieville and Sierra City in the north.

High Sierra

C/o Mammoth Lakes Visitors Bureau

P.O. Box 48

Mammoth Lakes, CA 93546

Phone: (760) 934-8989

Fax: (760) 934-7066

E-mail: vance@qnet.com

Representing the Sierra Nevada mountain region from Lake Isabella in Kern County to Lake Tahoe in the north, including Sequoia and Kings Canyon National Parks, Mammoth Lakes and Bishop and other spectacular Sierra destinations.

Inland Empire Tourism Council

301 East Vanderbilt Way, Suite 100

San Bernadino, CA 92408

Phone: (909) 890-1090 ext. 237

Fax: (909) 890-1088

E-mail: ieep@deltanet.com

www.ieep.com



The IETC is the regional marketing organization...representing the counties of San Bernadino and Riverside and is an advocate to represent the agenda for the interests of tourism in the Inland Empire at the local, regional and state level.

North Coast/Redwood Empire Association

1925-13th Ave., #103
Oakland, CA 94606-3161.
Phone: (415) 956-3493
www.redwoodempire.com

Representing the coastal area from Sonoma in the south to the Crescent City and the Oregon border at the North.

Shasta Cascade Wonderland Association

1699 Hwy. 273
Anderson, CA 96007.
Phone: (530) 365-7500
Fax: 530/365-1258
E-mail: scwa@shastacascade.org
www.shastacascade.org



This organization represents the inland area that stretches from Oroville at the south to the Oregon border and includes Redding, the Shasta-Trinity National Forest, Lassen National Forest and Klamath National Forest.

California Contacts:

(Note: The descriptions below each entry have in some cases been provided by the organizations themselves, and are not meant to imply any specific endorsement by California Tourism or the authors of this handbook.)

California Department of Parks and Recreation

1416 Ninth Street, Room 1404-20
Sacramento, CA 95814
Phone: (916) 653-5841
Fax: (916) 657-3903
www.parks.ca.gov

“We provide for the health, inspiration, and education to Californians by helping to preserve our extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.”

Caltrans - Office of State Landscape Architecture (OSLA)

State Scenic Byway Coordinator, Dennis Cadd
1120 N Street, MS-28
Sacramento, CA 95814
Phone: (916)654-5370
Fax: (916)654-3770
Email: dennis.cadd@dot.ca.gov
<http://www.dot.ca.gov/hq/LandArch>

There are many state highways, byways and backways (different names for two lane roads!) that have been designated as special in one way or another, usually for the breathtaking scenery they present. Contact this agency to find out how the program works, and the tourism implications for your area.

California Association of Bed & Breakfast Inns (CABBI)

2715 Porter Street
Soquel, CA 95073
Phone: (831) 462-9191
Fax: (831) 462-0402
E-mail: info@cabbi.com
www.cabbi.com

“A statewide member-driven organization that is dedicated to the advancement of the bed and breakfast industry by encouraging its members to provide a quality assured stay for inn travelers.”

California Hotel & Motel Association (CH&MA)

414 29th Street
PO Box 160405
Sacramento, CA 95816-0405
Phone: (916) 444-5780
Fax: (916) 444-5848
www.chma.com

“The only statewide organization dedicated to serving the needs of all segments of California’s diverse lodging industry in governmental affairs, education and training, group buying programs, information and member services, and public relations.”

California Lodging Industry Association (CLIA)

PO Box 15918
Sacramento, CA 95852-0918
Phone: (916) 925-2915
Fax: (916) 925-0785
E-mail: info@clai.org
www.clia.org

“Largest independent state trade association in the United States serving the specialized needs of the independent owner/operator of all types of lodging facilities. The association provides a special membership division for Bed & Breakfast inns and provides specialized group buying power for all members. The association represents members with full time legislative advocacy.”

California Travel Industry Association (CalTIA)

1730 I Street, Suite 240
Sacramento, CA 95814-3017
Phone: (916) 443-3703
Fax: (916) 443-8065
E-mail: info@caltia.com
www.caltia.com

“CalTIA is the official voice of the California travel industry. It is an independent, nonprofit association unifying California’s many travel related businesses to ensure the future health of tourism through our collective strength. CalTIA’s mission is

to serve as the voice for California tourism, providing leadership and advocacy to ensure our industry competes successfully.”

California Restaurant Association

1011 10th Street, Suite 1480

Sacramento, CA 95814

Phone: (916) 447-5793

Fax: (916) 447-6182

www.calrest.org

“California’s only statewide trade association representing the restaurant and food service industry, providing government affairs representation, education and training, publications, and other member services including insurance, credit card processing and consulting.”

California Ski Industry Association

74 New Montgomery Street, Suite 750

San Francisco, CA 94105

Phone: (415) 543-7036

Fax: (415) 543-0112

www.californiasnow.com

“...a nonprofit association representing the state’s 38 alpine and cross country resorts. CSIA coordinates the industry’s international marketing, technical training, state and national legislative activities and risk management programs. It also sponsors a Silicon Valley consumer show in the fall and publishes an annual guide to skiing and snowboarding in California.”

California Travel Parks Association

P. O. Box 5648

Auburn, CA 95604

Phone: (530) 885-1624

Fax: (530) 823-6331

E-mail: ctp@garlic.com

www.camp-california.com

“...represents the campground and RV park industry with 450+ members. CTPA provides a full range of association services including a government relations program, industry promotion, member benefits, education and information programs.”

Other Major Industry Organizations:

American Bus Association

1100 New York Avenue, N. W., Suite 1050

Washington, DC 20005-3934

Phone: (202) 842-1645

Fax: (202) 842-0850

E-mail: abainfo@busses.org

Website: www.busses.org

International Association of Convention & Visitors Bureaus

2025 M Street, NW, Suite 500
Washington, DC 20036
Phone (202) 296-7888
Fax: (202) 296-7889
E-mail: info@iacvb.org
Website: www.iacvb.org

National Tour Association

PO Box 3071
Lexington, KY 40506-3071
Phone: (606) 253-1036
E-mail: info@ntaonline.com
Website: www.ntaonline.com

Travel Industry Association of America

1100 New York Avenue, NW, Suite 450,
Washington, DC 20005-3934,
Phone: 202-408-8422
Fax 202-408-1255
E-mail: info@tia.org
Website: www.tia.org

Western Association of Convention & Visitors Bureaus

1730 I Street, Suite 240
Sacramento, CA 95814-3017
Phone: 916-443-9012
Fax: 916-443.8065
E-mail: info@wacvb.com
Website: www.wacvb.com

Related Associations and their web addresses
(With great appreciation to WACVB for their list):

Air Transport Association of America

www.air/transport.org

American Hotel & Motel Association (To be renamed: American Hotel & Lodging Association)

www.ahma.com

American Sightseeing International

www.sightseeing.com

American Society of Association Executives

www.asaenet.org

Association for Convention Marketing Executives
www.acmenet.org

Association for Convention Operations Management
www.acomonline.org

Association of Destination Management Executives
www.adme.org

Center for Exhibition Industry Research
www.ceir.org

Convention Industry Council
www.c-i-c.org

Exhibit Designers and Producers Association
www.edpa.com

Greater Washington Society of Association Executives
www.gwsae.org

Healthcare Convention and Exhibitors Association
www.hcae.org

Hospitality Sales and Marketing Association International
www.hsmi.org

Insurance Conference Planners Association
www.icpanet.org

International Association for Exposition Management
www.iaem.org

International Association of Assembly Managers
www.iaam.org

International Association of Conference Centers
www.iaaconline.com

International Association of Convention & Visitor Bureaus
www.iacvb.org

International Association of Fairs & Expositions
www.iafenet.org

International Congress & Convention Association
www.icca.nl

International Festivals and Events Association
www.ifea.com

Meeting Professionals International
www.mpiweb.org

National Business Travel Association
www.nbta.org

National Coalition of Black Meeting Planners
www.ncbmp.org

National Tour Association
www.ntaonline.com

Professional Convention Management Association
www.pcma.org

Religious Conference Management Association
www.rcmaweb.org

Society of American Travel Writers

www.satw.org

Society of Corporate Meeting Professionals

www.scmp.org

Society of Government Meeting Professionals

www.sgmp.org

Society of Incentive & Travel Executives

www.site-intl.org

Trade Show Exhibitors Association

www.tsea.org

Travel Industry Association of America

www.tia.org

Travel & Tourism Research Association

www.ttra.com

United States Tour Operators Association

www.usto.org

World Travel & Tourism Council

www.wttc.org

World Tourism Organization

www.world-tourism.org